

Message Text

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PAGE 01 NAIROB 00543 112051Z
ACTION AF-10

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UNCLAS NAIROBI 0543

E.O. 11652: N/A
TAGS: BEXP, BTRA, KE
SUBJ: TRADE OPPORTUNITY - FOREIGN BUYER PROGRAM --
SPECIAL HANDLING

1. U.S. PRODUCERS OF COMPLETELY-KNOCKED-DOWN (CKD) KITS AND COMPONENTS FOR BUS AND PICKUP TRUCK BODIES WILL SOON BE PRESENTED WITH AN UNUSUALLY GOOD BUSINESS OPPORTUNITY IN THE FORM OF A VISIT BY THE CHAIRMAN, BRUCE MACKENZIE, AND GROUP MANAGER, JACK BENZIMRA, OF COOPER MOTORS CORP. (KENYA) LTD. (CMC).

2. ACCORDING TO THE VISITORS, PRODUCTION CAPACITY OF KENYAN COACH CNOACH AND BODY BUILDERS IS INSUFFICIENT TO MEET THE PRESENT AND EXPECTED FUTURE DEMAND FOR BUSES AND LARGER PICKUPS AND CMC WILL ESTABLISH ANOTHER VEHICLE ASSEMBLY FACILITY. PURPOSE OF THE VISIT IS TO INVESTIGATE U.S. SOURCES OF SUPPLY FOR KITS AND COMPONENTS, SEEKING TO MATCH THE BRITISH LEYLAND MODEL ECD 23 CLW AND ECD 23 CYW BUS CHASSIS AND MITSUBISHI CANTER MODEL T207 CYR AND T217 FZHYR PICKUP CHASSIS.

3. THE VISITORS WILL ARRIVE FEB 5 FOR APPOINTMENTS SCHEDULED UNTIL FEB. 11 WITH WILLYS AND SELLER-GLOBE OF TOLEDO, OHIO. THEY HAVE NO CONTRACT COMMITMENTS, HOWEVER, AND ARE INTERESTED AND ANXIOUS TO
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PAGE 02 NAIROB 00543 112051Z

MEET WITH OTHER POTENTIAL SUPPLIERS. THEY CAN BE CONTACTED AT THE HYATT REGENCY HOTEL, FAIRLANE TOWN CENTER, DEARBORNE MICHIGAN, FEB. 5-7.

4. ACTION REQUESTED: IN VIEW OF RELATIVELY SHORT TIME AVAILABLE TO EXPLOIT THIS OPPORTUNITY, EMB RECOMMENDS USDOC MAKE DIRECT CONTACT WITH QUALITY

SUPPLIERS. EMB WOULD BE PLEASED TO TRANSMIT A SUGGESTED ITINERARY FOR WEEK FOLLOWING FEB. 11 OR LIST OF INTRESTED, RECOMMENDED PARTIES WHO COULD BE CONTACTED AFTER ARRIVAL.

5. CMC, AMONG OTHER THINGS, IS ONE OF KENYA'S LARGEST VEHICLE DEALERS, HANDLING VOLKSWAGEN, AUDI, AUSTIN/MORRIS, MG, ROLLS AND OTHERS, AND HAS EQUITY IN LEYLAND KENYA LTD., PRODUCER OF LEYLAND TRUCKS, LAND AND RANGE, ROVERS, AND VOLKSWAGEN MICROBUSES.
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